



Website Proposal

Kayano Tokuzato

kayanotokuzato.com | sake website: process book

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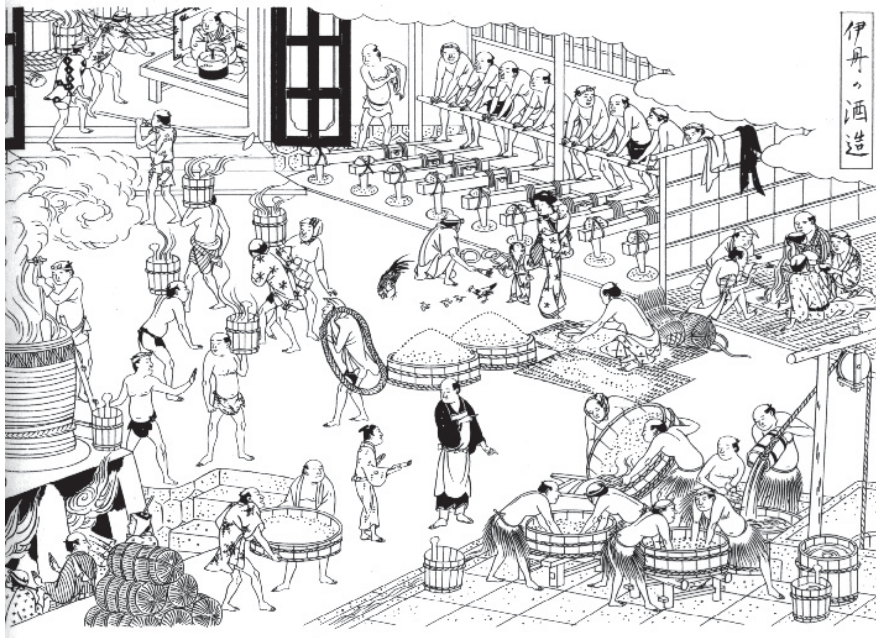
Work Cited



Thesis

My thesis was addressed with the question of how to transfer culturally dependent products into international markets.

What is Sake?



Sake is a naturally fermented alcoholic beverage known as rice wine from Japan, and it is made from the simple ingredients of rice and water.

Project Statement I

COMPANY:

The Japan Prestige Sake Association was established in 1975. Since then, it has become a valuable source of information for top-quality Japanese “sake” that is known as rice wine.

As more and more people around the world are now showing a greater appreciation of Japanese sake, the association is working to expand its list of select products, as well as its information network.

SUMMARY OF THE PROJECT:

The project will be an informative website for sake that is a culturally dependent product for users to experience, learn about its culture, history, and different products from different regions. This website will be developed to enable integration of a different culture into Western culture.

Project Statement II

TARGET AUDIENCES:

The main target for the website are English speakers in the United States. It is mainly for people who are interested in Japanese culture, target age is between 30's to 60's.

PROBLEMS:

The Japan Prestige Sake Association does not have sources that have sake classification with cultural value in English. A new source of information about this culturally based product is needed to expand sake and its cultural values to a wider audience of people in western culture.

Project Statement III

OPPORTUNITY:

Sake is a traditional Japanese alcoholic beverage made primarily with rice and water. Sake is becoming more popular in western countries. Since it is a culturally based product from Japan, it should be introduced not only as an alcohol beverage, but also with its proper background and history.

SOLUTION:

Creating a website is an efficient way to share the information to wider audiences. Since the Japanese sake culture is not common information to people in different cultures, this website should have supporting images and be representative of the culture/history of sake and Japan. Warm organic colors and traditional patterns will be the theme of the site, and colors of blue will represent the quality of sake that is made from good quality of water.

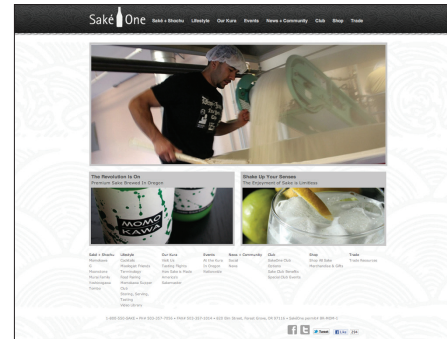
Competitive Analysis I

sake world



sake-world.com

sake one



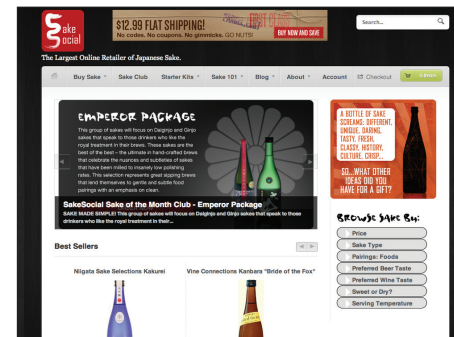
sakeone.com

japanese sake




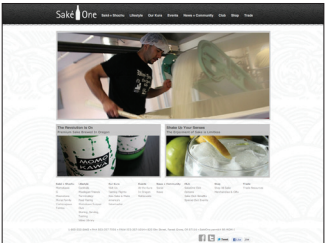


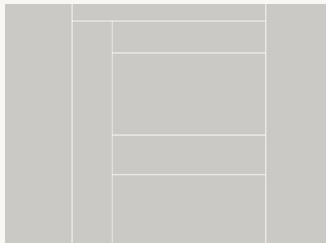
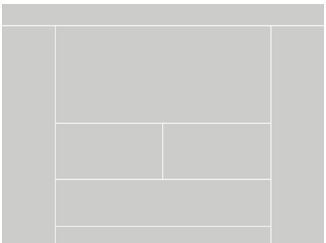

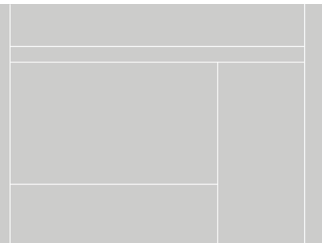
japansake.or.jp/sake/english

sake social



sakesocial.com

Competitive Analysis II

competitors	sake world	sake one	japanese sake	sake social
homepage				
web address	sake-world.com	sakeone.com	japansake.or.jp/ sake/english	sakesocial.com
page layout				
content width	673 px	960 px	753 px	900 px
main section	9 sections	9 sections	7 sections	9 sections

Competitive Analysis III

competitors	sake world	sake one	japanese sake	sake social
homepage				
web address	sake-world.com	sakeone.com	japansake.or.jp/ sake/english	sakesocial.com
color scheme	slateblue and white	white and gray	blue and ivory	black and white
texture	none	traditional japanese patterns	paper texture	wood texture
shop option	no	yes, but it is limited	no	yes
search option	yes	no	no	yes
site map page	yes	no	no	no

Persona I

JAMES WHITE

49 years old

He was born and raised by the beach in Florida, and has lived in New York City for past 19 years.

He has worked at many restaurants as an Executive Chef and has also owned his own restaurant.

He has two sons who are 19 and 28 years old. They are both working at his restaurant.

He lives with his girlfriend and they love to try new restaurants around the city on their days off.



Persona II



LINDA HALL

35 years old

She lives in Los Angeles, California.

She has been a Photographer for the local Newspaper company for the past 12 years.

She loves traveling around the world, especially Asian countries.

Her grandmother is from Tokyo, Japan and she is a one fourth Japanese.

She loves Thai food, drinks dry white wine, and loves to invite her friends for BBQs during the summer.

She depends on her laptop computer and smartphone for both work and personal use.

Persona III

BETTY MOOR

65 years old

She was born and raised in Seattle. Now retired, Betty spent 30 years working as a Real Estate agent for Century 21.

She is married with two sons and three grandchildren who are all living in the Seattle area. They often get together for dinners, holidays, and birthdays.

She has two dogs and loves going for long walks with them. The dogs are good with her cat and all grandchildren.

Her husband owns a small boat and loves going out fishing all year around, so they enjoy a lot of seafood at home. Sake would be a great substitute for wine.



Persona IV



WILLIAM HARRIS

30 years old

He is from Hong Kong and now lives in Olympia, Washington. He moved to the U.S. with his family when he was 9 years old because of his father's work.

He is an accountant and works during the week. He has been married for two years, and has a ten month old daughter. His wife is a high school teacher. They are both interested in a healthy diet and changed to organic products since they had a baby.

Mood Board I

酒



Mood Board II



Lucida Sans Unicode

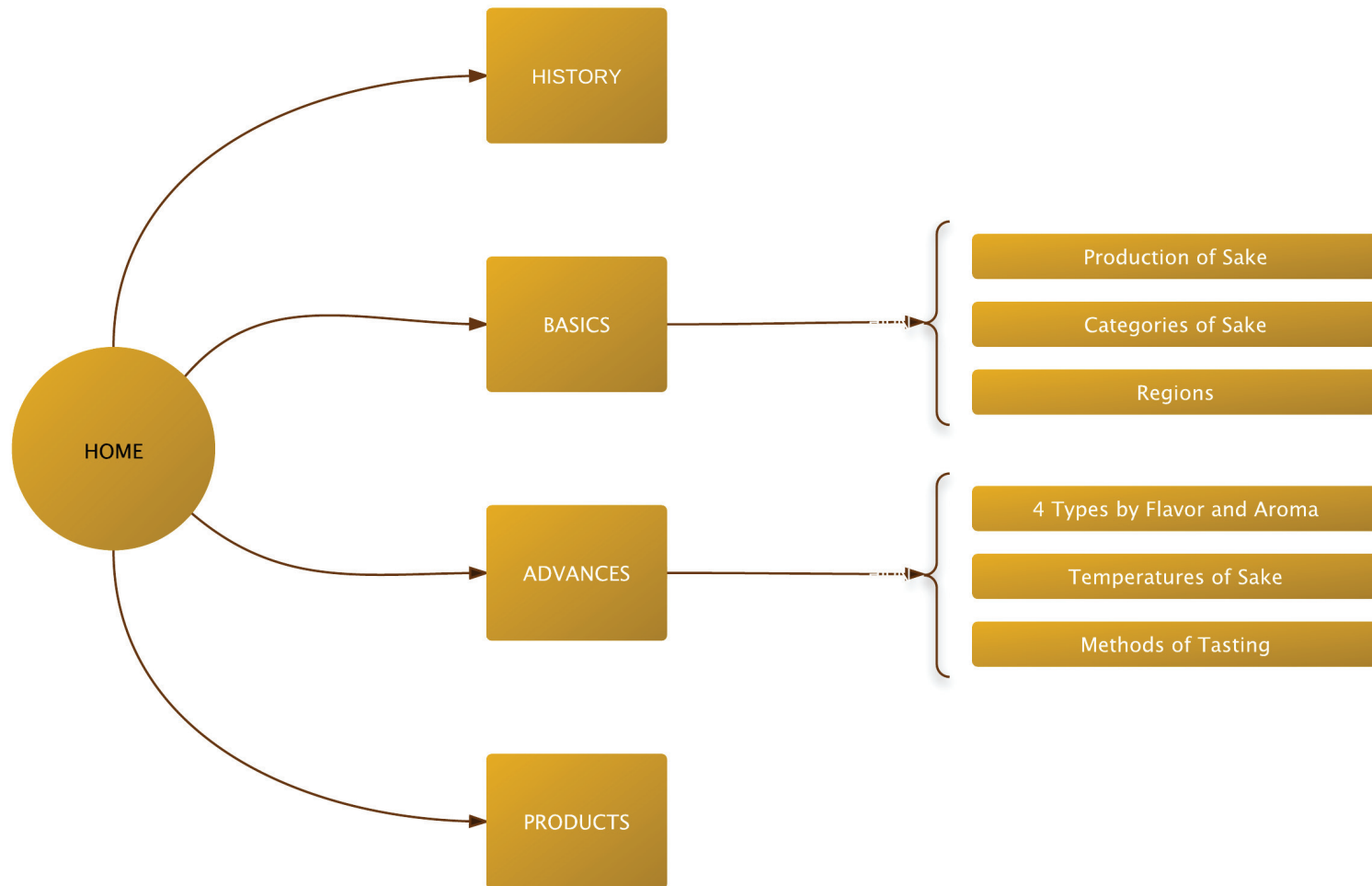
Asul

Handlee

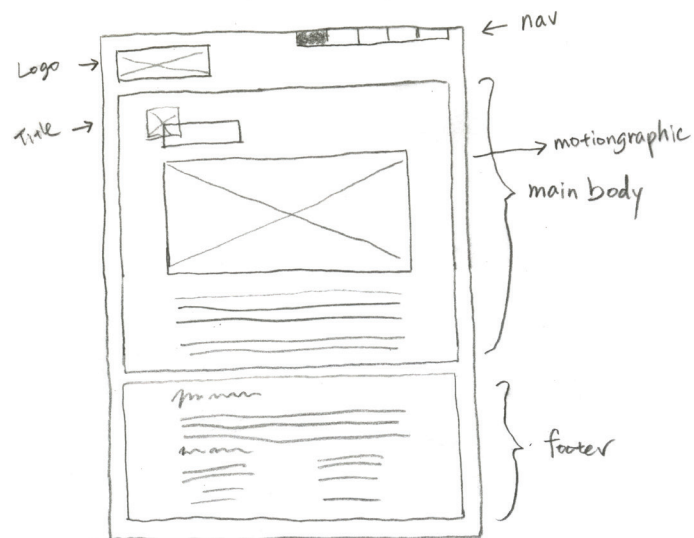
Kouzan Brush Font Gyousoyo



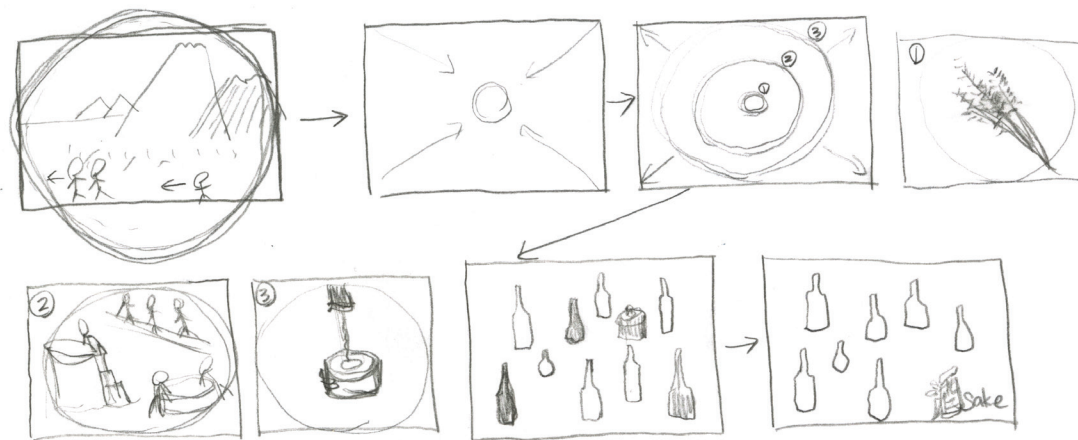
Site Map



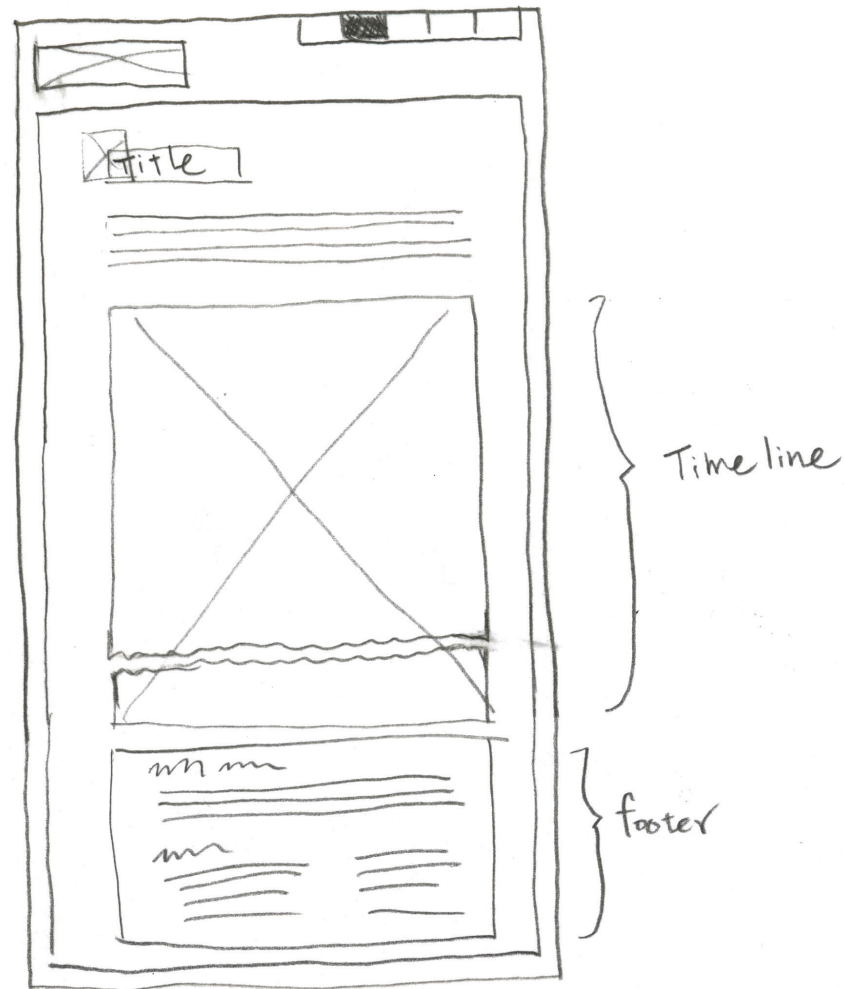
Layouts / Home



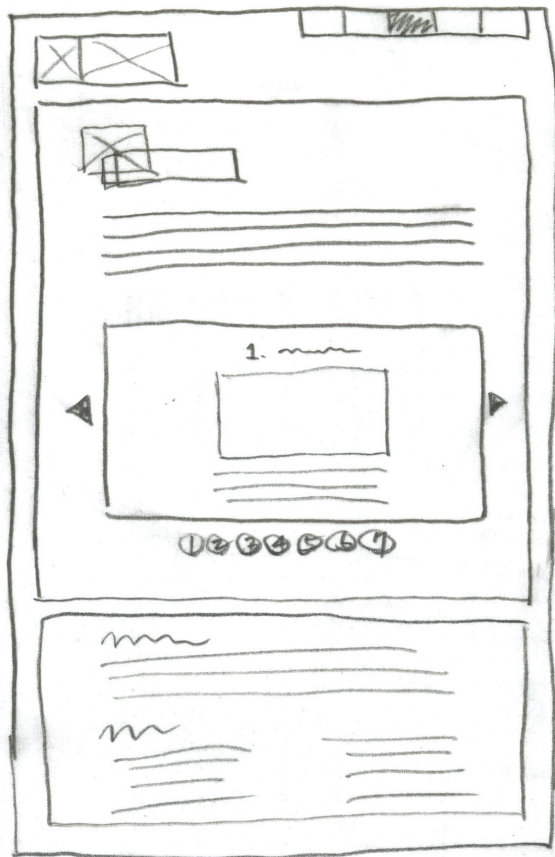
- ① 酒
- ② 歴史
- ③ 基本
- ④ 上級
- ⑤ 商品



Layouts / History



Layouts / Basics I



basics ① Production
-yellow
-基本

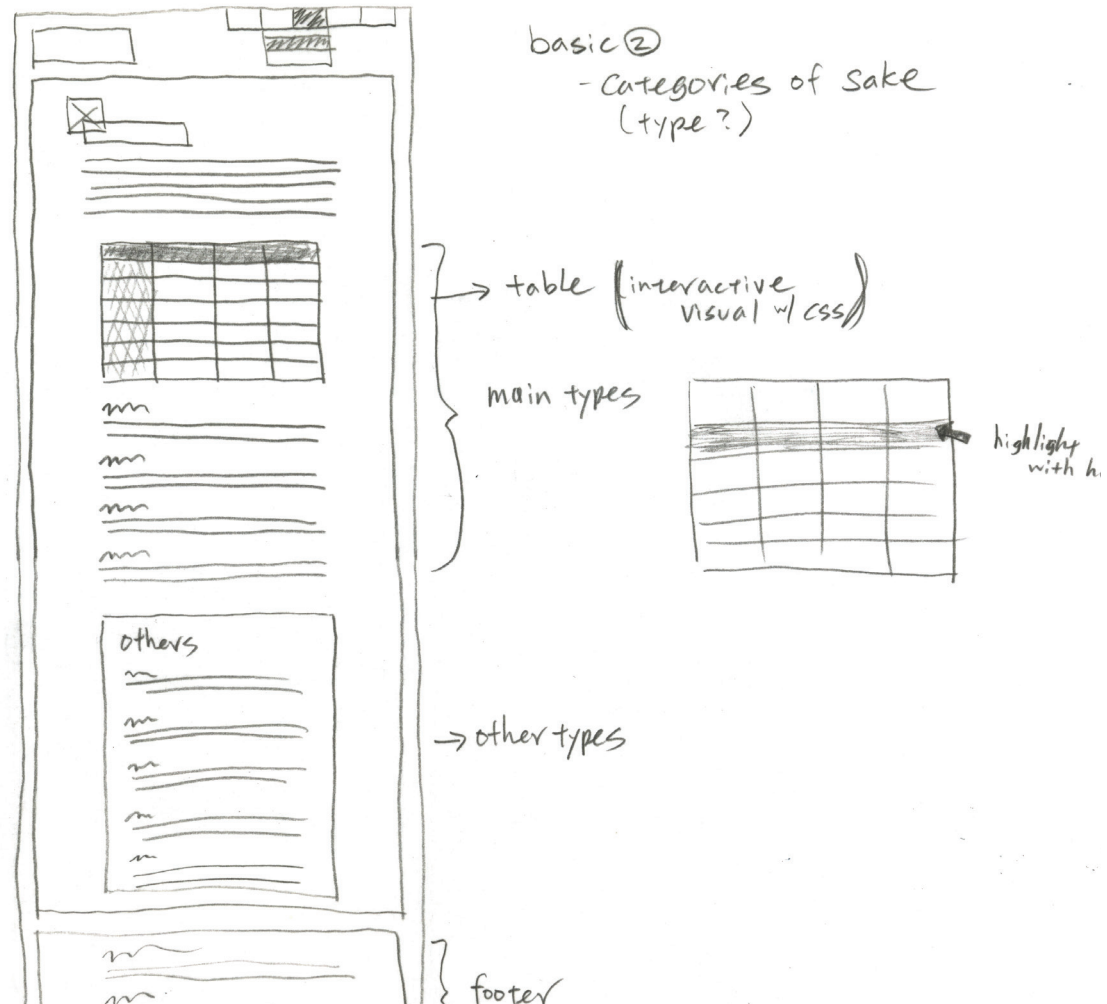
Slides

- ① Rice Polishing
- ② washing and soaking
- ③ Steaming
- ④ Koji Production

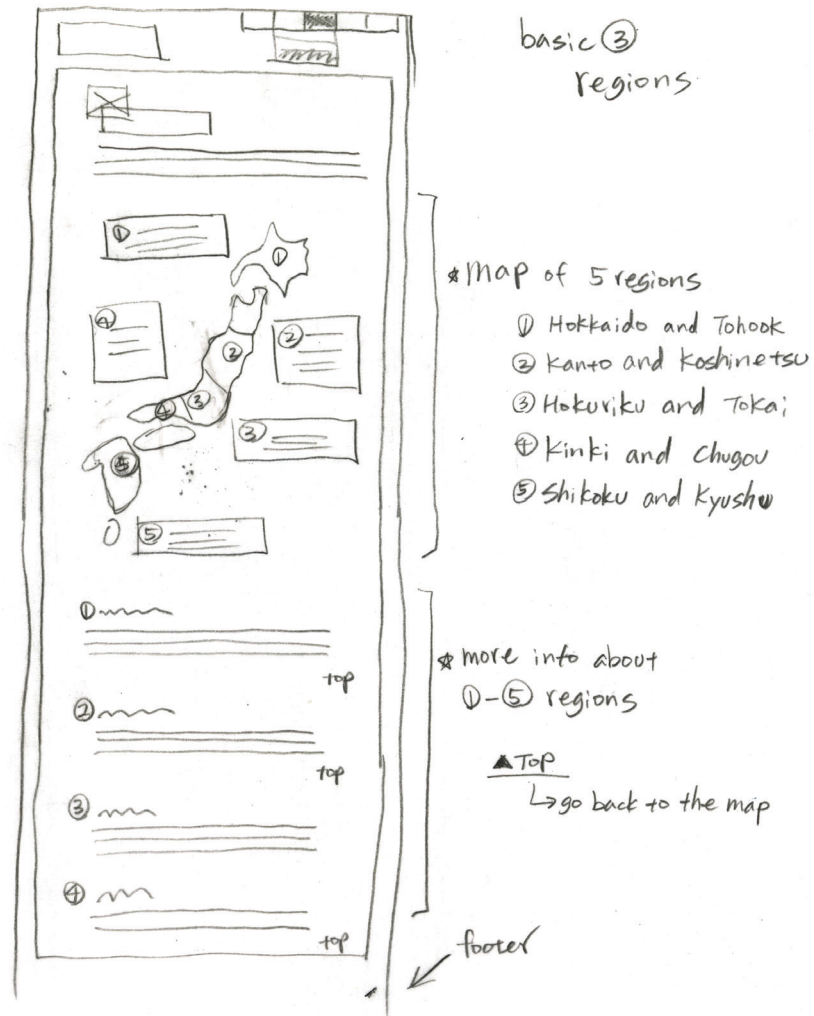
- ⑤ Yeast starter
- ⑥ Moromi and Sandan shikomi
- ⑦ Pressing

footer

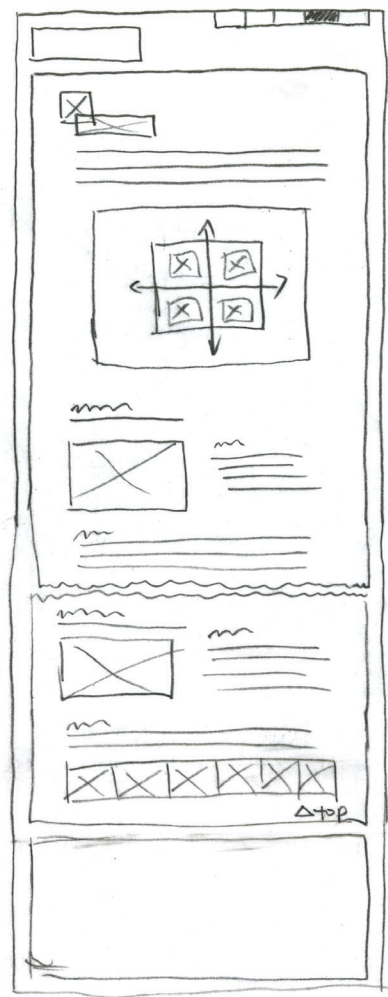
Layouts / Basics II



Layouts / Basics I



Layouts / Advances I



advances ①
4 types by Flavor and Aroma

Interactive buttons



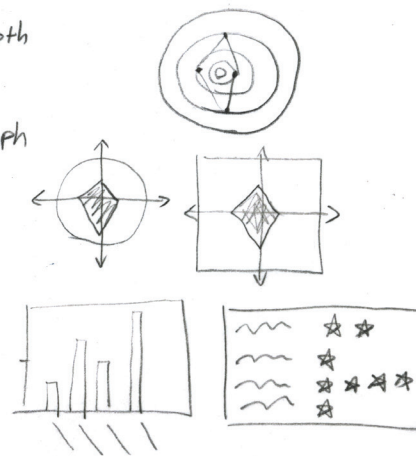
4 sections for each buttons

- Fragrant
- mature
- light smooth
- rich

→ Image / Graph

→ food images

footer



Layouts / Advances II



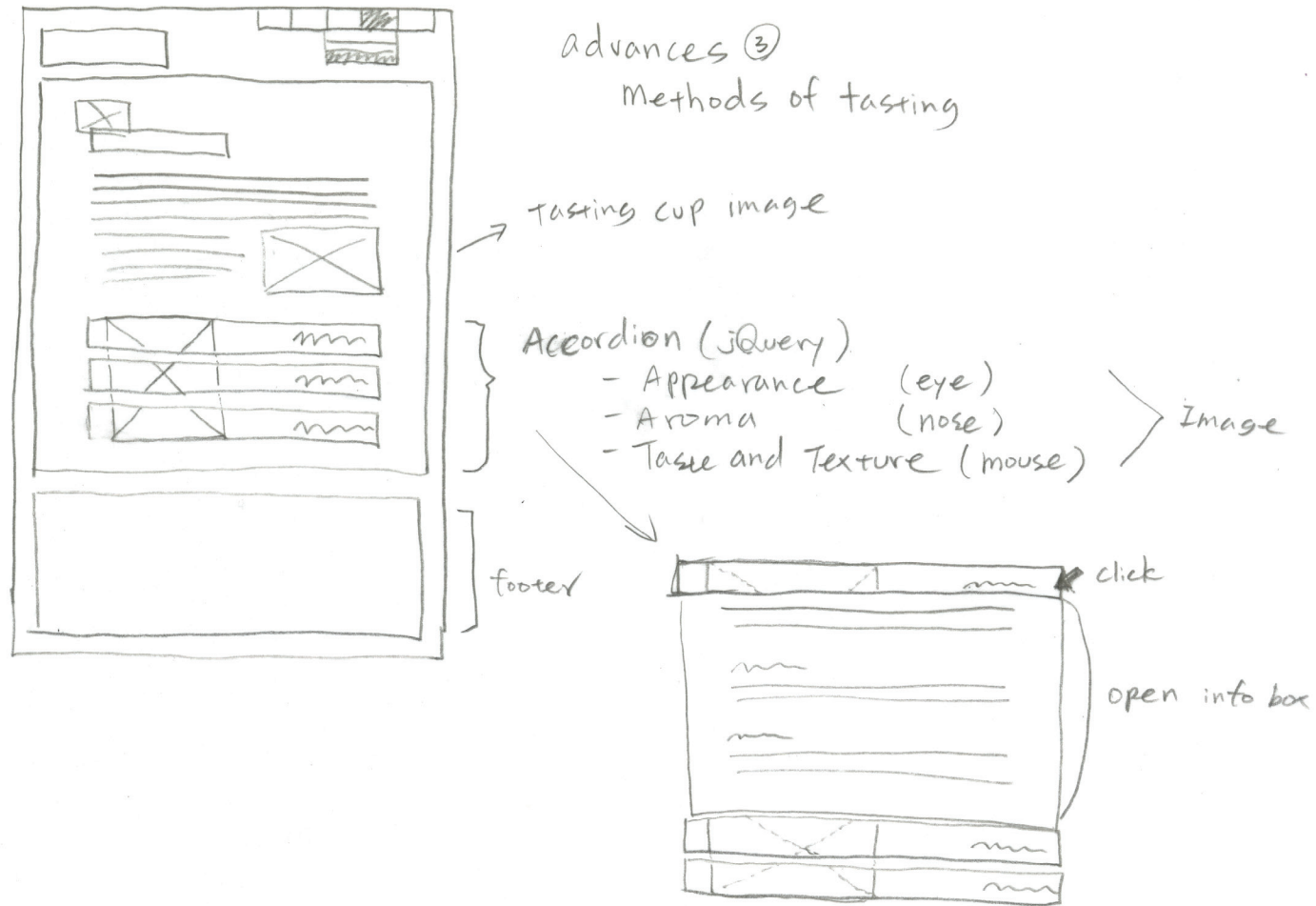
advances ②
temperatures of sake

Infographic

- top warm
- Hot warm
- upper warm
- warm
- sunshin warm
- skin Temp warm
- Room Temp
- cool chill
- Snow chill
- Flower chill

footer

Layouts / Advances III



Layouts / Products



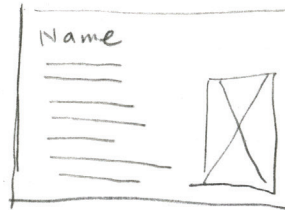
Product Page

filter buttons

- Alphabet (name)
- Grade and Type of Sake
- Regions (button gives light box with infographic of regions)

-Products

- filtered products

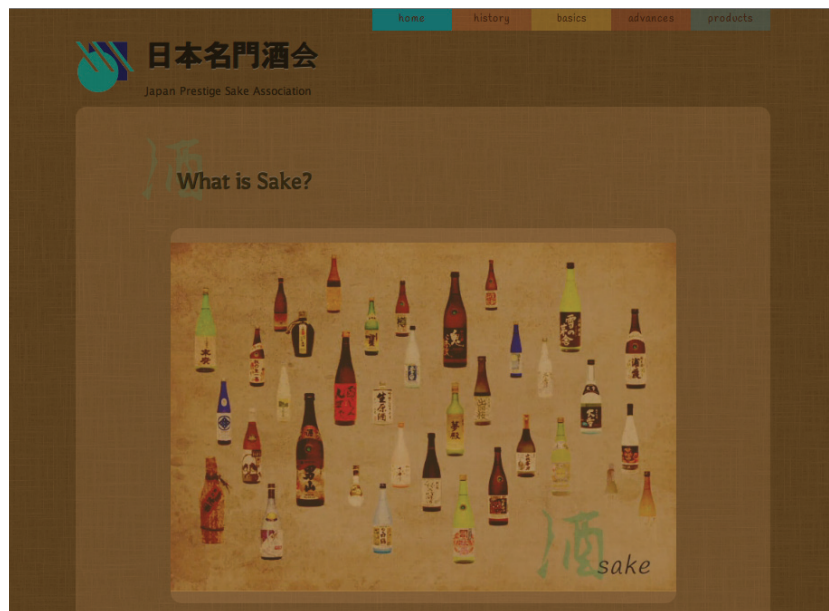


hover image
for bigger image



(jquery)

Page Designs / Home



Page Designs / History

home
history
basics
advances
products



日本名門酒会

Japan Prestige Sake Association

歴史

History

Sake is the traditional rice wine of Japan. It comes in several different varieties, and was first made at least 2,000 years ago. Since then, sake has played an important role in Japanese culture and history. From its origins as the "drink of the Gods" to its current status as the popular drink in Japan, the history of sake is steeped in tradition, innovation, and custom.

4500 BC



250 BC

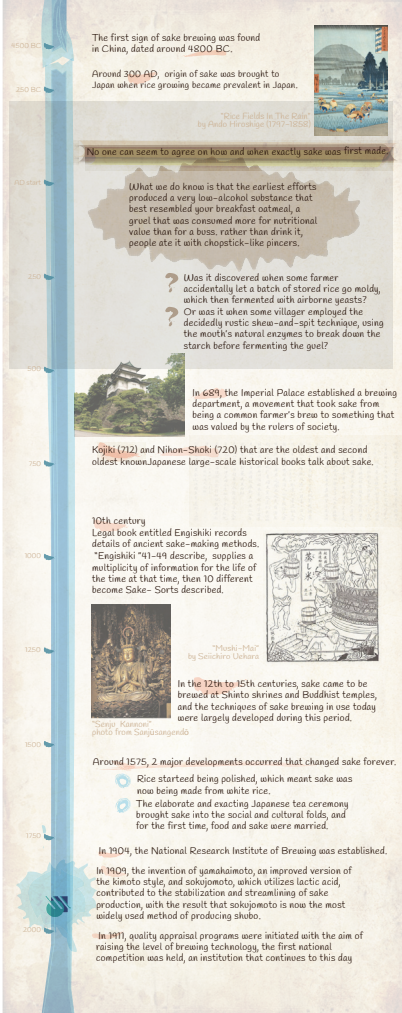


The first sign of sake brewing was found in China, dated around 4800 BC.

Around 300 AD, origin of sake was brought to Japan when rice growing became prevalent in Japan.



"Rice Fields in The Rain" by Ando Hiroshige (1797-1858)



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Around 300 AD, origin of sake was brought to Japan when rice growing became prevalent in Japan.

"Rice Fields in The Rain" by Ando Hiroshige (1797-1858)

No one can seem to agree on how and when exactly sake was first made.

What we do know is that the earliest efforts produced a very low-alcohol substance that best resembled porridge or gruel, a gruel that was consumed more for nutritional value than for a buzz. Rather than drink it, people ate it with chopstick-like pincers.

- Was it discovered when some farmer accidentally let a batch of stored rice go moldy, which then fermented with airborne yeasts?
- Or was it when some villager employed the decidedly rustic stomp-and-spit technique, using the month's natural enzymes to break down the starch before fermenting the gruel?

In 689, the Imperial Palace established a brewing department, a movement that took sake from being a common farmer's brew to something that was valued by the rulers of society.

Kokin (712) and Nihon-Shoki (720) that are the oldest and second oldest known Japanese large-scale historical books talk about sake.

10th century
Legal book entitled Engishiki records details of ancient sake-making methods. "Engishiki" 41-49 describe, supplies a multiplicity of information for the life of the time at that time, then 10 different become Sake- Sorts described.

"Moshi-Mai" by Seisshiro Oshiro

In the 12th to 15th centuries, sake came to be brewed at Shinto shrines and Buddhist temples, and the techniques of sake brewing in use today were largely developed during this period.

"Sango Kamezo" photo from Comptonsendo

Around 1575, 2 major developments occurred that changed sake forever.

- Rice started being polished, which meant sake was now being made from white rice.
- The elaborate and exacting Japanese tea ceremony brought sake into the social and cultural folds, and for the first time, food and sake were married.

In 1904, the National Research Institute of Brewing was established.

In 1909, the invention of yamahaimoto, an improved version of the kimoto style, and sokojomoto, which utilizes lactic acid, contributed to the stabilization and streamlining of sake production, with the result that sokojomoto is now the most widely used method of producing shubo.

In 1911, quality appraisal programs were initiated with the aim of raising the level of brewing technology, the first national competition was held, an institution that continues to this day.

Page Designs / Basics I



Page Designs / Basics II

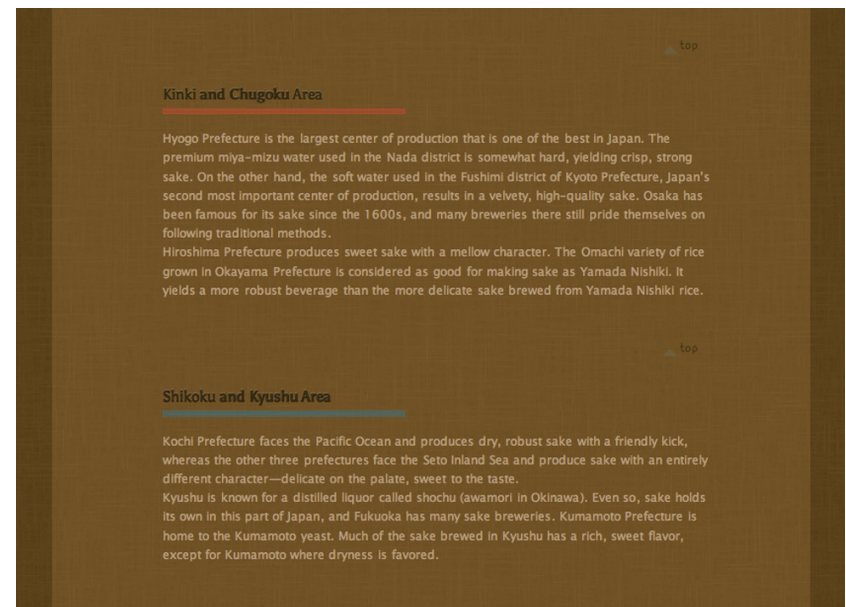


Categories	Japanese	Added alcohol	Rice milling rate
Junmai	純米	none	typically up to 70%
Junmai Ginjyo	純米吟醸	none	up to 60%
Junmai Dai-ginjyo	純米大吟醸	none	up to 50%
Honjozo	本醸造	up to 10%	up to 70%
Ginjyo	吟醸	up to 10%	up to 60%
Dai-ginjyo	大吟醸	up to 10%	up to 50%
Futsu	普通	up to 10%	---

Page Designs / Basics II



Page Designs / Basics III



Page Designs / Basics III



Page Designs / Advances I



home history basics advances products

日本名門酒会
Japan Prestige Sake Association

4 Types by Flavor and Aroma

Before talking about which sake to drink with which food, it should be noted that most sakes will go well with not only Japanese food, but most foods from all over the world. When talking about matching sake with food, sake is often divided into four categories based on fragrance and taste that are Kunshu (薫酒), Soshu (爽酒), Junshu (醇酒), and Jukushu (熟酒).

fragrant	mature
薫酒 kun-shu	熟酒 juku-shu
lightly flavored	full bodied
light smooth	rich



Rich (Jun-shu)

Flavor and Aroma

Jun-shu is full-bodied, but has only a slight fragrance, and is ideal for drinking during a meal. Most *junmai* sakes fall into this category. It is most traditional type of sake.

Food

Its full bodied flavor and aroma makes it a good complement for beef, creamy soups, strongly flavored chicken, and others. Like Juku-shu, it may overpower lighter dishes.

Page Designs / Advances II

home history basics advances products

日本名門酒会
Japan Prestige Sake Association

酒の温度 Temperatures of Sake

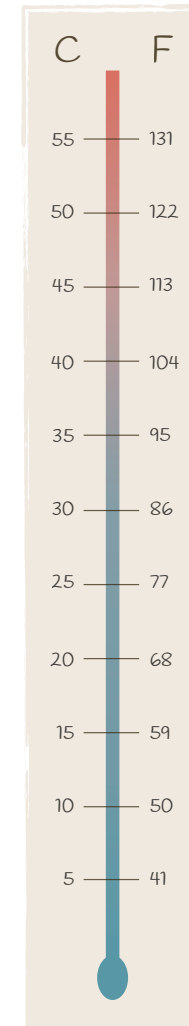
Sake is one of alcohols in the world that are tasted in widest temperature range. Some sake is tasted nicely around 10 °C while the other kind of sake is good around 40 °C. One could be tasted suitably at different temperatures. Different temperatures create different tastes.

Top Warm, 飛切燗/Tobikiri-kan
55°C/131°F
Fragrance is strong. Taste is dry.

Hot Warm, 熱燗/Atsu-kan
50°C/122°F
Strength of fragrance increases; smell of alcohol becomes strong and sweetness disappears; feeling of stimulation is heightened.

Snow Chill, 雪冷え/Yuki-bie
5°C/41°F
Fragrance is very light and a dry taste becomes prominent.

Flower Chill, 花冷え/Hana-bie
10°C/50°F
Fragrance is subtle and the acidity becomes more distinct.



Page Designs / Advances III



Page Designs / Products I



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